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Service Quality and Customer Satisfaction in the Apiculture-Based Agritourism

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Article Info	Abstract
	Taman Wisata Lebah is tourism service based on honey bees. It is one of the pioneer of the apitourism in Indonesia. The objective of this reserach are to analyze the service quality and customer satisfaction of Taman Wisata Lebah. Research method used in this research is quantitative. Respondent in this research are 100 respondents, using purposive sampling technique. Data analysis techniques are Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). Based on the calculation of CSI, the number is indicated that in general consumers of Taman Wisata Lebah are satisfied with the services provided. Findings. Based on the calculation of Importance Performance Analysis, there are five attributes with high importance and low performance and highly recomended to improve. The atributes consists of provide more safety equipment for customers, evaluate staff shifting schedule to ensure the existence of staff in field, improvement product knowledge for field staff, create safety box for bee colony. Overall, service quality in Taman Wisata Lebah is excellent.

Introduction

Tourism sector is an important sector for Indonesia. This sector has many contributions for Indonesia, especially on its GDP, which about 10% of all national GDP. This sector also contributes by opening more job opportunity, about 8.4% of all labors force in Indonesia, which help to lower the employment rate in Indonesia (Kementrian Pariwisata Indonesia, 2016). Government also shows its interests to this sectors, by increasing "Wonderful Indonesia" promotions around the world, or by making the regulation, such as passed free visas for 90 different countries around the world (Indonesia Investment, 2016). This also supported by Indonesia conditions with different point of interest in tourism, that interesting enough such as cultural tourism and eco-tourism (World Economy Forum, 2015).

Ecotourism is kind of tourism activity based on environment, either naturally or man-made, such as agritourism (Utama, 2015). One type of agritourism is an apitourism, as included of a tourism based on apiculture. The term apitourism, initially introduce by Api Routes in 2013, This term is used as brand project from Slovenia Beekeepers Association (Frenkie, 2013). Furthermore, this concept has grown and started being used by other countries, one of them is

Thailand. Thailand has many beekeeper's tourism center, one of them named "Big Bee", which offers many tourism services, and also sell many bees related products. This bee based tourism, usually explains many kind of bees, how to keep honey bees, the process to produce bee related product, also the benefits of using bees related products.

Indonesia also has tourism service based on honey bees, located in the capital of Indonesia, Jakarta. This bee based tourism is owned by PT Madu Pramuka, which is one of the pioneer and the government representative in the beekeeping world (Purnomo, Kurniasih, and Rochmayanto, 2012). PT Madu Pramuka has unique strategies to increase both consumers and company revenues, by combining beekeeping and tourism business. This is achieved by establishing an agrotourism named Taman Wisata Lebah or Bee Tourism Park, located in Istana Lebah (Bee Palace), Cibubur, East Jakarta (Apirari, 2013).

One of the indicators to determine that Taman Wisata Lebah has successfully provided services to consumers is the high customer satisfaction. Consumer satisfaction is a very important thing and must be paid attention by the company. because customer satisfaction is positively related to the consumers loyalty and firm's profitability and also as the basis to develop the corporate strategy in the future (Giaccio, Giannelli, and Mastronardi, 2018). The level of service quality will determine the level of customer satisfaction (Meesala and Paul, 2018). Good or bad performance and service provided to consumers, would also have influence on what would consumers will inform to other communities.

Until now, the company has never conducted a customer satisfaction survey. Therefore it is necessary to find out the level of service quality that performed by Taman Wisata Lebah. This research also will provide suggestions for improving the service quality level of Taman Wisata Lebah. The explanations above, encourage writers to conduct research with the topic of service quality and customer satisfaction of Taman Wisata Lebah.

Agritourism

Agritourism is part or grouped into ecological tourism type, which is a tourism activity to enjoy and like nature, as well as animals and plants, without causing damage. Agritourism is an alternative tourism activity, which utilizes the activity or agricultural business as a tourist object. As a form of recreation, agritourism provide experience and education based on agriculture to consumers (Utama, 2015). Development of agricultural areas into agrotourism area, will increase tourists visit and also contribute will increase public income through tourism services (Budiarti, Suwarto, and Muflikhati, 2013).

Apiculture

Apiculture is basically science and art in studying and cultivating honeybee. Bee cultivation or beekeeping activities have been done by humans for over thousands of years. Initially, Egyptians started honey bee cultivation by using mud clay. It continued into medieval times, but by using different materials of straw, which were woven into skeps. The use of skeps for maintaining honeybees is ineffective, since it requires the farmer to destroy his honeycomb, when harvesting it (Johnston, 2011).

The development of Honey bee cultivation, also develops along with the times. This affects the honey bee cultivation system, with the aim to increase the productivity of the honey bee colony (Flottum, 2010). The current apiculture activities are not only focused on producing honey and candles, but also various other bee products such as pollen, propolis, and royal jelly (Carreck, 2018).

SERVQUAL Model

Consumer satisfaction is a very important aspect for the sustainability of company. Consumer satisfaction is the level of service and quality of service provided by the company compared to the expectations of consumers (Ilieska, 2013). In assessing or examining the service

performance of an organization or company, it is often used a theory called SERVQUAL Model. This theory is generally used for the purpose of assessing and analyzing the gaps arising from the quality of service performance of a company, both from potential and actual aspects (Parasuraman, Zeithaml, and Berry, 1988). There are five attributes in the SERVQUAL Model. The dimension of the service are described as follows:

1. Tangible
   The dimension of tangible service is the ability of Taman Wisata Lebah in showing its physical appearance or concrete evidence of the Taman Wisata Lebah. Physical evidence related to tangible things or visually visible things. The tangible dimension includes physical facilities such as modern and sophisticated equipment, attractive and neat looking employees, promotions or tangible materials, attractive interior design of members, and so on (Tjiptono and Chandra, 2016).
2. Reliability
   Reliability is the ability of Taman Wisata Lebah in keeping promises of service so that can be trusted by members. This shows the consistency of Taman Wisata Lebahs in terms of reliable and trustworthy by customers (Parasuraman et al., 1988).
3. Responsiveness
   (Tjiptono & Chandra, 2016) said that responsiveness relates to the willingness of the worker to be willing to assist the member as a customer. In this dimension, Taman Wisata Lebah can also provide quick service to members and can respond the customers quickly and have a willingness to help members.
4. Assurance
   According to (Parasuraman et al., 1988), the dimension of assurance is a dimension that can give members trust and a sense of security towards Taman Wisata Lebah. Then, the staff can show a polite attitude and be able to answer questions from customers.
5. Empathy
   According to (Tjiptono & Chandra, 2016), the empathy dimension is the ability of the Taman Wisata Lebah employee to give full attention to the customers, establish good communication, and understand the needs of customers.

Consumer Satisfaction

Consumer satisfaction is a condition where the performance of a product can exceed the expectations and hopes of consumers (Kotler & Armstrong, 2014). Therefore, each product can produce level of consumer satisfaction that varies one another. If the product has performance that exceeds expectations, consumers who used the product will be satisfied. But if a product has a worse performance than consumer expectations, then consumers will not be satisfied. Various studies show the interrelated relationship between high consumer satisfaction and the loyalty increasing of consumers which certainly has a positive impact on company performance. There are various ways in measuring customer satisfaction such as customer loyalty, the willingness to repurchase in the future and satisfaction for special attributes (Meesala & Paul, 2018).

Research Method

This study was conducted from January to March 2017 where that time was used for observation, data collection, and preparation of reports. Location of research was at Taman Wisata Lebah.

Sampling method that we used was purposive sampling. Each sample to be picked or selected must have certain properties or characteristics (Sugiono, 2009). The respondents were consumers who visited Bee Tourism Park. Based on the information from Taman Wisata Lebah PT Madu Pramuka Cibubur, the average number of visitors is about 1000 people for each month. Of the 1000 visitors, the researchers took samples using the Slovin' formula with a 10% error level, and the following is the Slovin formula:

$$n = \frac{N}{N(e)^2 + 1}$$

Where:

n   :   Research sample (number of respondents)

N   :   Population (number of visitors / consumers at Bee Palace Pramuka)

e   :   Error level

Slovin formula is used as our sampling technique with the error level of 10%. Therefore, we got the number of sample for is equal to 99.17 or rounded up to 100 people. The data was obtained by distributing the questionnaires directly to the respondents whom are the visitor of Taman Wisata Lebah

The research method used in this paper is quantitative. In this study the level of service quality will be measured using SERVQUAL model. Atributes of SERVQUAL model are tangible, reliability, responsiveness, assurance and empathy. Level of expectation and the level of performance for each attribute will assessed, so that it can be determined which attributes are prioritized for improvement. Futermore, level of customer satisfaction can be known.

Validity test is a tool used to measure whether or not a validity questionnaire or how significant the accuracy of a measuring instrument (Riege, 2003). The validity test is used to test the suitability between the questionnaire used and the results in the field. If the result shows that r arithmetic > r table then the question variable is said to be valid. If the result shows that r arithmetic <r table then the question variable is said to be invalid.

Reliability test is to measure the consistency of the questionnaire as a measuring tool used in a study (Riege, 2003). The results of the reliability test is said to be good or reliable if the value of Cronbach alpha > value 0.6. But if the value of Cronbach alpha < value 0.6, then the variable is said not reliable (Hamdi, 2012).

Importance Performance Analysis (IPA) is a method to measure perception of member to level of importance and level of service attribute performance (Musa, Pallister, Robson, & Daud, 2010). The assessment using Likert scale. The determination of scores for importance (Y) and performance (X). The results of the above two weights would be placed into Cartesian diagram based on the result of the average score of the assessment of service performance.

Cartesian diagram is a structure that is divided into four sections bounded by two lines that intersect at a point. The Cartesian diagram is as follows:

1. Quadrant 1 (Main Priority)
    The service attributes included in this quadrant are attributes that are considered important by members of the Taman Wisata Lebah, but have not been executed as expected. Attributes that are in this quadrant should be improved performance.

2. Quadrant 2 (Maintenance of Achievements)
    The service attributes that reside in this quadrant are the attributes that are considered very important by the members, and have been executed according to the expectations of the members. The attributes in this quadrant should be maintained.

3. Quadrant 3 (Less Priority)
    The service attributes that exist in this quadrant are attributes that are considered less important by the members because of the little benefit given from the service in this quadrant.

4. Quadrant 4 (Excessive)
    This quadrant contains the attributes that are considered less important and felt too excessive.Performance of service in this quadrant can be reduced by the Taman Wisata Lebah to reduce the expenditure of Taman Wisata Lebahs.

This method is used to measure the level of member satisfaction of service attributes that had been given. This method uses results from measures of importance and performance levels (Famiyeh, 2018). According to (Hill, Brierly, & MacDougall, 2003), the formula to measure the Customer Satisfaction Index, as follows:

$$CSI = \frac{\sum_{i=1}^{p} WS_i}{5} \times 100\%$$

Information:

CSI = Customer Satisfaction Index

WS = Weight Score

i = Attribute of Taman Wisata Lebah service to i

Results and Discussions

General Description

Bee Tourism Park or Taman Wisata Lebah is an agro business owned by PT Madu Pramuka. PT Madu Pramuka is a bee-based company, offering a variety of products of beekeeping. The company was originally named Apiary Scout Center, established on August 20, 1971. Since its establishment, Bee Tourism Park has been trying to develop agritourism business. This is done by establishing cooperative relationships with various organizations, as well as by developing facilities. In line with the increasing number of visitors from year to year, in early 2017, PT Madu Pramuka adopted a new policy to develop apitourism business, such as by building saung / pavilion and many facilities. In addition, in 2017 PT Madu Pramuka also sends its employees to create cooperation programs with agritourism partner in many country, such as Thailand, Malaysia and Australia.

Based on the results of the survey, it is known that the majority of respondents were women at 54 percent (54 respondents) while men at 46% (46 respondents). The result of characteristics analysis respondents classified by age 21-30 years 39 respondents. Respondents on 31-40 ages are 27 respondents and respondents on 41-50 age are 14 persons .Meanwhile, 20 respondents on more than 50 age.

Validity Test

In This study required the validity test to measure the extent to which the accuracy of a measuring instrument in performing the measuring function (Riege, 2005). This test is applied to questionnaires that used as a measuring tool to analyze consumer perceptions and consumer satisfaction toward service in Taman Wisata Lebah Pramuka. The results of test can be seen in the following Table 1.

Table 1. Result of Validity Test

	Service Attribute	R Table	Performance	Importance	Result
A1	Equipments or technology used is based on the era	0,4409	0,892	0,695	Valid
A2	Conditions of honey bee colony at Bees Palace	0,4409	0,800	0,694	Valid
A3	Garden and flower plant conditions in the Bees Palace	0,4409	0,715	0,453	Valid
A4	The overall design of "Taman Wisata Lebah"	0,4409	0,574	0,757	Valid
A5	Employees dress politely	0,4409	0,892	0,759	Valid

	Service Attribute	R Table	Performance	Importance	Result
A6	Protective equipment can protect consumers well	0,4409	0,695	0,789	Valid
A7	Staff conduct safety procedure	0,4409	0,815	0,912	Valid
A8	Staff can give sufficient explanation	0,4409	0,624	0,549	Valid
A9	Staff gives consistent answers	0,4409	0,794	0,584	Valid
A10	Speed of response to unforeseen conditions	0,4409	0,710	0,744	Valid
A11	Readiness of staff to serve consumers	0,4409	0,687	0,652	Valid
A12	Staff always helps the consumer if needed	0,4409	0,645	0,858	Valid
A13	Staff can respond to customer complaints well	0,4409	0,724	0,799	Valid
A14	Staffs have sufficient knowledge and skill in doing their job	0,4409	0,861	0,635	Valid
A15	The staff is friendly and polite	0,4409	0,812	0,677	Valid
A16	The staff guarantees the consumer safety during the visit	0,4409	0,676	0,921	Valid
A17	Staff prioritizes the interests of consumers	0,4409	0,729	0,913	Valid
A18	The staff gives a good description on bees	0,4409	0,694	0,945	Valid
A19	The cost of the ticket to visit is affordable	0,4409	0,897	0,863	Valid

Bases on data from Table 1, there are 19 atrributes of service quality. All R value of Importance and Performance atrributes are higher than R Table (0,4409).   This is mean that 19 attributes are declared valid.

Reliability Test

The objective of reliability test is to measure the consistency of the questionnaire in carrying out its function as a measuring instrument (Riege, 2005).

Table 2. Result of Reliability Test

Variable	Importance Alpha Cronbach's	Performance Alpha Cronbach's	Information
Tangible			
Responsiveness			All variable question can be trusted the reliability
Assurance	0,911	0,840	
Reliability			
Empathy			

Table 2. has shown that each item of Service Quality variable questions, namely tangible attributes, reliability, responsiveness, assurance, and empathy are reliable. The results of SPSS calculation on the reliability test show that the Cronbach's alpha value is above 0.6 so that it can be said that the reliability test in each of these research variables are reliable.

Importance Performance Analysis (IPA)

Importance Performace Analysis is a method used to determine the condition of the service attributes of Taman Wisata Lebah Madu Pramuka Cibubur, which is based on the level of importance level and performance level according to the consumer. The results of the consumer

ratings are then incorporated into Cartesian diagram which divided into four quadrants (Wong et al., 2008). To determine The position of each attribute in the Cartesian diagram is based on the average of the importance level and the service performance level.

The average value of the service importance level of Taman Wisata Lebah Madu Pramuka is 4.1672 while average of the performance level attribute is 3.6865. Cartesian diagram above shows the mapping of the level of importance and level of service performance in Taman Wisata Lebah Madu Pramuka. This diagram is important, because it can help company to make improvements on various attributes, especially attributes that are considered important for consumer but have less performance. The following are the classifications of various service attributes that have been made by PT Taman Wisata Lebah Pramuka:

Quadrant 1 (Main Priority)

Attributes in quadrant 1 are considered important by consumers, but the performance provided by the company is still insufficient. Therefore attributes in quadrant 1 need to get priority action, so that its performance can be improved and enhanced by company (Narteh, 2016). Based on the results of the research that has been done, there are 5 attributes included in this quadrant.

Protective equipment can protect consumers well, This attribute has an average important value of 4.1888 and the average performance value of 3.4555. According to the consumers, it is caused by the protective equipment provided by PT Madu Pramuka is limited which only a hat with net for face protection. Consumers feel that the equipment is not able to protect consumers well, especially from bee stings. Consumer safety is the priority attributes to improve, because safety will boost customer satisfaction and eventually affect corporate income (Alanazi & Bach, 2016). To overcome this problem, PT Madu Pramuka can use the better protective equipment. This can be done by providing raincoats and net hats.

Staff always help the consumer if needed, This attribute has an average importance value of 4.1888, and the average performance value of 3.6111. Basically, visitors who come to the Palace of Bees Cibubur can be divided into personal visitors and a group of visitors, which Their arrival time is often accurately unpredicted by the company. Frequently consumers who came at the time of pray, or rest (where staff is not at the area), got lack of good service and have to wait until the staff was coming. Employees themselves were also feel unhappy if the arrival of consumers interupts the schedule of worship. This problem can be overcome by evaluating employee shift schedule rotation.

Staff provide consistent answers attribute has an average important value of 4.1888, and an average performance value of 3,6555. It is happened due to the various experiences of field staff at Istana Lebah Cibubur. So that it makes the answers of each staffs become different for the same question. Difference answer makes consumers confused. To overcome this problem, each staff should have reguler training to improve their knowledge and communication skill. Sharma & Patterson (1999) says that communication effeciveness is a key factor to create relationship commitment and customer satisfaction.

Staff does not make mistakes that caused consumers harm, This attribute has an average important value of 4.2888, and the average performance value of 3.6777. The Most often case happen when staff are guiding or introducing the bee to the consumers. When show the colony's activity of bees, larvae, eggs, and pollen, the staff often stomp the wooden frame. Some honey bees that were slammed from the frame fallen down while the other bees were immediately flying and trying to protect their colony, and turned into aggressive and sting. It has the potential to make consumers as well as staffs become injured, especially if the protective equipment is inadequate. To overcome this problem, PT Madu Pramuka limits such behavior by making a bee box made of glass (or glass-like material), so it can provide explanations without disturbing the activity of bee colonies.
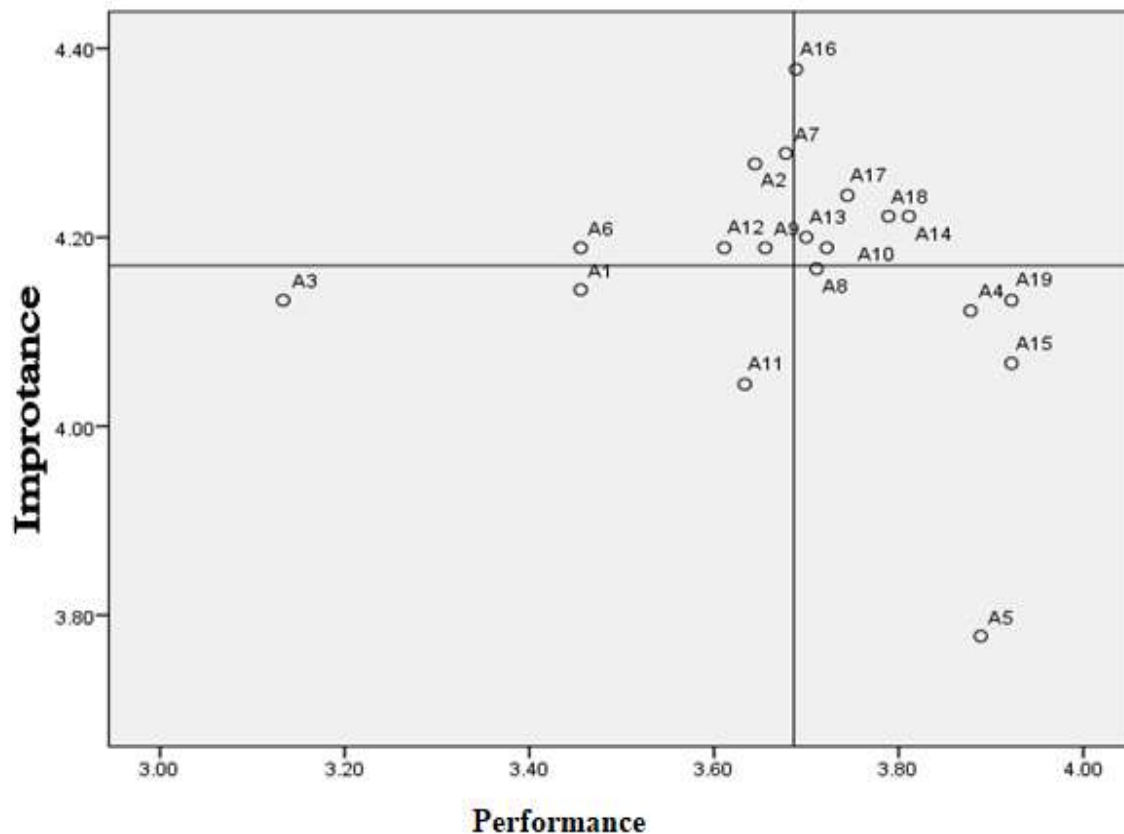
Figure 1. The IPA framework of Bee Tourism Park

The condition of honey bee colony at Taman Wisata Lebah, this attribute has the average important value of 4.2777 and the average performance value of 3.6444. Fundamental factor to improve sustainable development of agritourism are to pay attention with infrastructure and facilities which provided (Ciolac et al., 2019). The degree of intensity of The use of honey bee colony as a colony show for consumers, makes the growth of honey bee colony hampered as it is disturbed by the existing practices. In addition, the existing bee colonies are more susceptible to diseases carried by the other bee colonies that come from local breeders. This is caused by the position of Bee Palace Pramuka Cibubur that became hub to meet the demand of bee colony for consumers by taking stock of bees from Central Java. To overcome this problem, PT Madu Pramuka can conduct experiments and develops bee box made of glass (or glass-like material). This will make the growth of honeybee colony not too disturbed and consumers can still get adequate explanations by minimizing the possibility of sting incident from the bees.

Quadrant 2 (Keep Up the Good Work)
Attribute in quadrant 2 is an attribute that is considered important by consumers, and the performance provided by the company is also considered good by consumers (Nitecki, Hernon, Haven, & Berry, 2000). Therefore the performance of attribute in quadrant 2 needs to be maintained and kept. Based on the result of the research that has been done, there are 6 attributes included in this quadrant. The staffs guarantee the consumer's safety during the visit, This attribute has an average important value of 4.3777, and an average performance value of 3.6888. Consumers feel that staffs of PT Madu Pramuka could ensure their safetiness during their visit. This is proved by the lack number of incidents happened to consumers. Staffs often bring watering plants tool to spray the bees inside the colony, so that the bees relatively become more benign.

Staffs can respond well the customer, This attribute has an average important value of 4.2, and the average performance value of 3.7. In serving consumers, there are relatively insufficient that make consumers less satisfied and they were complaining about these shortages to the company. This complaint is basically a good suggestion or feedback for the company in order to be able to improve or enhance the quality of services provided. Consumers feel that the staffs of PT Madu Pramuka can serve and hear the consumer complaints, and convey it to the company so that there are changes that have a positive impact on the company performance.

The speed of response to unexpected conditions, this attribute has an average important value of 4.3777, and an average performance value of 3.6888. The staff swiftly responded to the unexpected circumstances, especially if these conditions can harm the consumers. Generally, when bees become aggressive, staff should immediately spray water into the bee colony and ask consumers to immediately back off or avoid to reduce the possibility to be stung by the bee.

Staff prioritize the interests of consumers, This attribute has an average important value of 4.2444, and the average performance value of 3.7444. In carrying out their daily work, staffs are often faced with the circumstances in which they have to serve consumers in large quantities. These circumstances were often force staffs to work harder and ignore their rest and lunch time frequently in order to serve the consumers. But the staffs tried to show a good attitude by keeping the priority of the consumers interests above their personal interests.

The staffs give a good explanation about the bees, This attribute has an average important value of 4.2222 and an average performance value of 3.7888. Staffs are considered/graded by the consumers have a good knowledge on the bees, so that they can explain about the bees to the consumers. This is supported by the head of expert staff who are generally always on site to monitor the bee colonies in the Bee Palace. The competent expert staffs at the location of palace are coming from the field staffs that have a long field experience. Therefore, it makes them eloquently given the explanations to consumers.

knowledgeable and skillful staffs in doing their duties, this attribute has an average important value of 4.2222, and the average performance value of 3.8111. In doing their work activities and guiding consumers, the staffs show that they are skillful and accustomed to work. It can be seen that when they started to work, there is no fear of being stung by the bees, especially when they were guiding consumers.

Quadrant 3 (Low Priority)

Attribute in quadrant 3 is less important attribute for consumers and the performance provided by the company is also less good (Chen & Chang, 2005). Increasing attribute performance in quadrant 3 should be prioritize by the company. Based on the result of the research that has been done, there are 3 attributes included in this quadrant. Garden and flower conditions at Bee Tourism Park, this attribute has an average important value of 4.1333, and the average performance value of 3.1333. In the Bees Palace, consumers will see more trees than flowers planted by the company. This is causes consumers assess the performance of this attribute as the lowest in quadrant 3. In general, consumers come to see and take the picture of how the cultivation or life of honey bees is, instead of to see the flowers. Although there is a connection between honeybees and flowers, whether as feeds or objects that can beautify the park itself, consumers feel it is an optional. On the other hand, companies can plant the crops if the cost is not too high.

Equipment or technology used must be in line with the development of the era, This attribute has an average important value of 4.1444, and the average performance value of 3.4555. Beekeeping equipment and technology that suit with the development of the era is not too important to consumers as they can simply accept the circumstances and conditions of the field offered by the company. Even so, many consumers are asking about the latest technology of honey bee farms, such as flow hive.

Staff readiness to serve consumers in the field, this attribute has an average important value of 4.0444, and average performance value of 3.6333. Readiness of staff in serving consumers can be seen from the ability of good communication, and placement of support tools to serve consumers such as the use of projectors and laptops in the presentation. Often, a group of customers arrive earlier at the location and be guided to the room to see the presentation on bee, but the staffs are still busy preparing for presentation stuffs. Even so, consumers do not really see it as an important thing, but if it can be improved by the company, it will be better.

Quadrant 4 (Excessive)

Attribute in quadrant 4 is considered not important by consumers, but the performance provided by the company is good. Therefore, the improvement of attribute performance in quadrant 4 can be reduced by the company, especially if it can burden the company (Padma, 2017). Based on the result of the research that has been done, there are 5 attributes included in this quadrant. Staff can provide sufficient explanation, This attribute has an average important value of 4.1666, and the average performance value of 3.7111. In general, every staff who works as a guide in the field or at the Bee Palace has got good training. This has a positive impact on the staff's ability to explain about the bees to the consumers. The explanation given by the company staff is considered good enough according to consumers.

The overall design of "Bee Tourism Park", this attribute has an average important value of 4.1222, and average performance value of 3.8777. Consumers feel that the design used by PT Madu Pramuka in Bee Palace is good enough. Cibubur Bee Palace has been provided various kinds of learning space in the form of cave, and there are 3 versatile saung that can be rented if needed. In addition, there are also ponds that can be filled with fish. It is able to provide the condition of beautiful garden environment and it is in accordance with what consumers want.

The ticket price for visiting the Bee Palace is offered at affordable price, This attribute has an average important value of 4.1333, and an average performance value of 3,9222. The ticket price for visiting Bee Tourism Park in Cibubur is Rp 15.000,00 per person. That price is considered not too expensive, when compared with the services offered by the company to consumers. Company basically can increase the price of ticket by creating various attractive packages so that consumers will be happier and the company can gain higher profits.

The staffs are friendly and polite, This attribute has an average important value of 4,0666 and average performance value of 3,9222. This shows that consumers are quite satisfied with the services provided. Consumers feel that the company's staff has been friendly and polite to the customers. Employees are well-dressed and dressed neatly, This attribute has an average important value of 3,7777, and an average performance value of 3,8888. In carrying out their work, staff must wear the uniform, especially during office hours. Employees also wore the uniform nicely and politely, so that it gives the impression of polite and neat according to the consumer.

Customer Satisfaction Index (CSI)

The level of customer satisfaction of Bee Palace, Cibubur PT Madu Pramuka can be measured by using Customer Satisfaction Index (CSI) based on the average value of importance and performance of each attribute. Based on The calculation, results obtained that Customer Satisfaction Index service Madu Pramuka value of 73.71. This value is in the range from 0.61 to 0.80 which indicates that in general consumers and visitors at the Istana Lebah Madu Pramuka, Cibubur are on the satisfied criteria with the services provided.

The satisfied opinion is due to PT Madu Pramuka has given good performance on the attributes those are considered important by consumers when visiting to Bee Palace Cibubur.Although based on the value of Customer Satisfaction Index consumers have a good level of satisfaction, but the company still has to make improvements and enhance performance in attributes those are considered less good by consumers (Gandhy, 2018). There are some

attributes which consumer considers important but the performance of the services provided by the company is still low, such as the attributes of protective gear can protect the consumer well, and the staffs do not make the mistake that causes the consumer harm. These attributes need to be enhanced as these have high importance value but with underperforming performance according to consumers.

Conclusions

Based on the calculation of CSI in general consumers of PT Madu Pramuka are satisfied with the services provided. Priority action to improve service quality and customer satisfaction consists of safety protection for consumer and sraff communication skill. To improve consumers protection safety especially from bee stings, PT Madu Pramuka should provide more protective equipment for consumers, such as by providing raincoats and net hats. Futhermore, improvement of staff presentation skill, company should create employee training with roleplay method.

There are two suggestion for The next research. First, conduct service quality research again after Taman Wisata Lebah conduct service quality improvement based on suggestion given. Second, do research with other methodology such as gap analysis, to confirm priority suggestion to improve service quality of Taman Wisata Lebah.

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